

## ABSTRACT OF THE DISCLOSURE

A transaction for downloadable digital data is facilitated over an electronic network. A presence is maintained on the electronic network to which a consumer may connect. A page is transmitted from the presence to the consumer over the electronic network, the page including information concerning the downloadable digital data. A command is received from the consumer over the electronic network indicating that the consumer wishes the transaction for the downloadable digital data. Format options are transmitted from the presence to the consumer over the electronic network via the at page, the format options being selectable by the consumer and including at least one of (i) types of software on which the downloadable digital data may be executed; (ii) types of portable devices on which the downloadable digital data may be stored; (iii) types of compression formats in which the downloadable digital data may be configured; (iv) types of CODECs through which the downloadable digital data may be processed; and (v) types of digital rights management algorithms to which the downloadable digital data may be subject.